

Appl. No. 09/874,853
Docket No. 8552
Amdt. dated 8/27/07
Reply to Office Action mailed 7/17/07
Customer No. 27752

REMARKS

Claim Status

Claims 27, 37-41, 43, 45, 48, and 55 are now pending in the present application. Claims 27, 38, 41, 43, 45, 48 are amended. Claim 55 is new. Claims 42, 44, 46, 47, and 49-54 are currently canceled without prejudice.

Rejection Under 35 USC §103(a) Over Burke

Claims 27, and 37-43 have been rejected under 35 USC §103(a) as being unpatentable over Burke ("Harvard Business Review, Boston: Mar/Apr 1996, Vol. 74, Issue 2 pgs 120-131). Applicant amends the claims to overcome the rejection.

Applicant adds a further limitation directed to the step of obtaining eye tracking data from the panelist. Applicant respectfully submits that the claims, as now amended, is neither taught nor suggested by the cited reference.

Applicant reserves the right to pursue non-elected claims in a further divisional application.

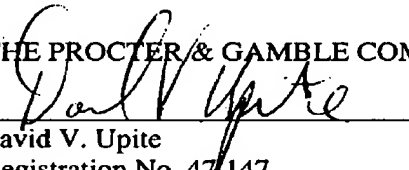
Conclusion

This response represents an earnest effort to place the present application in proper form and to distinguish the invention as claimed from the applied reference(s). In view of the foregoing, entry of the amendment(s) presented herein, reconsideration of this application, and allowance of the pending claim(s) are respectfully requested.

Respectfully submitted,

THE PROCTER & GAMBLE COMPANY

By


David V. Urite
Registration No. 47,147
(513) 634-9345

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Customer No. 27752